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# ALFRED MITTING Berry Specialist

Holland, Michigan

1914



Country Beautiful — Childhood Happy Hours



**The Himalaya Girl**

### **Personal Greeting:**

**I**N sending out my 1914 Catalog, I have devoted it to a few of the best-paying varieties, and shall hereafter offer nothing but the Cream of Varieties, from a commercial standpoint. These varieties offered have now become standards with us, and will remain so until we find something that is far superior. Being 55 years of age, I reduced my list, as I could not give a greater variety my personal attention; but I can, and will, the varieties herein referred to, and nothing but the fine plants named will be shipped.

You will also find a valuable recipe on Rhubarb and the Red Dutch Cabbage. We hope you will take advantage of these, and test them to your satisfaction.

I wish to thank my many friends for their past favors, and I hope to serve you for many years to come.

Very truly yours,

**ALFRED MITTING.**

# How We Do Business

**The Prices** given here are net, cash with order, for the numbers stated. We will, however, quote special prices on large quantities. Remittance should be made payable to Alfred Mitting. At all times money should be sent with order. This enables us to make lower prices and to give more prompt and better service than would be possible if terms were otherwise. Besides, we like to pull weeds better than to write, and it is hard work for us to keep books.

**Shipments** will be made as soon as plants or trees are dug in the fall, or we can hold your order till spring, if desired. We ship by express or freight collect unless otherwise directed, or unless something to the contrary is stated in our letters or in this book. We will ship by mail if 10 per cent is added to our prices.

**Guarantee.** Every plant that leaves my farm is a thrifty, lusty specimen. If any customer is not satisfied in every way with what he bought from us, we will see that he promptly gets what will satisfy him. We do business on a square-deal plan—see that all of our customers get good plants that will succeed if treated right after they leave us. Just to illustrate, we sometimes send single plants by mail. We pack these so that they require five cents postage, where the general practice of hundreds of shippers is to pack so lightly that but one cent is required. Our heavy shipments are packed fully as well.

Our plants must reach their destination in good condition. We guarantee safe arrival of everything we send out.

Address all communications to

**ALFRED MITTING, Holland, Michigan.**

## Some of My 1914 Ideas



MY business has grown nearly three hundred per cent during the past two years. It did this because, during previous years, I had been building on a solid foundation of honest dealing, careful attention to supplying only the very best varieties and plants, and telling the truth about them all the time. If you use a man right, he will always "find you out," and come back year after year—that is my experience. A patron's success is more to me than the profit I get from the plants I sell. I know just how much better it feels to succeed than to fail; and, knowing this, I do my best to bring success to all of my customers—which means to you. Some of the letters printed here are from customers who have bought plants from me for many years. Read them. They are interesting.

Right here I want to explain three of my purposes in life. They concern everyone with whom I do business. One of these purposes is to get better varieties of berries. This can be done by improving old kinds, and by developing new kinds. We think a new one is pretty fine when it first comes out, yet there always is room for improvement. In a few years the varieties we thought were good fall behind in many qualities; which can be taken as pointing out just how far behind the present kinds will be as better ones are worked out. Market conditions are changing

all the time. Cost of labor goes higher, and in many ways it is necessary for the berry-grower, as for everyone else, to get more for his product or have more to sell from the same ground and work. His best way of doing this is to grow improved varieties.

Improved varieties are most important to the beginner selecting his plants. Think of the disappointment and money-loss that can result from choosing worthless kinds. Maybe a man has only enough money to buy plants and care for them for one year. His success depends on the first few crops and if they do not come, or are small, the failure is a big thing to him.

In the last couple of years I have been developing surprises for my friends, in the way of new and valuable Blackberries and Raspberries. This year I recommend to your attention the Macatawa Blackberry and the Shepard's Pride Raspberry.

Another of my purposes is to give ideas. I have been in this berry work for forty-five years, and during that time a whole lot of things have come under my notice which will help many people, if they know the points at the right time. I aim to give as many valuable suggestions as possible. If you follow my ideas, you will make money. They are not misleading in any shape or form, and I know what I am talking about. I want you to ask me about planting, whether or not your soil and location are suitable for planting.

THIS CERTIFICATE IS TO COVER STOCK GROWN AT HOLLAND, MICHIGAN

### Certificate of Nursery Inspection

No. 1415

**This is to Certify** that I have examined the nursery stock of Alfred Mitting Gardens, Holland, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases. This certificate to be void after July 31, 1914.

L. R. TAFT

Agricultural College, Mich., Nov. 5, 1913.

State Inspector of Nurseries and Orchards.



**Himalaya Trellis—Ornamental as Well as Productive.**

what kinds to plant, and what you should do in any of a hundred points in this line. I know soils. I can tell you what kind of soil there is on a place without digging, just by seeing what is growing on it and the condition of the plants or trees. I often go and lay out the planting of both large and small places. To illustrate: Mr. Colbune, of Iron River, Wis., requested me to lay out a hundred acres for him. I went there and planted twelve acres, and told him exactly how to do the rest. A young married man who wanted to become independent faster than his salary would permit, came to me and I laid out a plan by which he planted five acres in berries. This should give him \$500 a year soon, and be a prop strong enough for him to fall back on entirely should anything happen in his other work. I can do you a lot of good. If you have any such problems as those mentioned, let us get together.

My biggest purpose of all, probably, is getting more people to grow berries. This is a bigger thing than you would think at first. I do not want to be regarded as a "knocker," but I cannot help thinking that there are going to be harder times during the next dozen years than during the last ten. And whenever the so-called "good" jobs begin to go back on people, the

first thing they will think about will be something to eat. That will lead them naturally to berries and vegetables—if possible, to berries and vegetables that they can grow themselves. Every man in the country who can be affected by hard times, or who is not satisfied with his present rate of advancement or degree of independence, should make it a point to buy five or ten acres of ground (or even one acre will do) and plant it in berries. That will make him independent. If you own a large farm, you can plant it in berries and insure yourself a profit on your investment, because you will be creating a necessity of life, for which there is sure market at good prices, no matter who is President. The berries will insure you a better return on your investment and for your work than grain or stock.

I set twenty-two acres more in berry plants for fruit, this year, and I intend to keep on increasing my area as much or more every year.

Prices for berries have gone up steadily almost every year for the last twenty. In 1911 all berry crops were heavy. In spite of this, dried and canned berries advanced 25 per cent, and you cannot buy some kinds on the market for love or money. The reasons are that a

**Mr. A. Mitting, Holland, Mich.**

My Dear Sir:—The box of plants ordered from you came this week and I have them all planted on my farm at Grand View, Mo. I never saw finer plants than you sent me. All were received in perfect condition. I want to compliment you on your thorough system of packing plants. I never saw it done so well. The Asparagus plants which came by Parcel Post came in a good condition also.

Very sincerely yours,

LOUIS S. CUPP.

Christian University,  
Canton, Mo., April 26, 1913.



Berry-Growing — Alfred Mitting.

## A Little of My 45 Years' Experience

As I travel all over the United States, I often come across people who are sick of being mere "runners on the road." Many a lawyer, judge, merchant and professional man wishes he had a place in the country, and knew what to plant, and how to go about it so that he could make an independent living there. These people are tired of city life and realize that there is something better for them on the green and brown hills beyond the ends of the streets.

The people who are willing to help themselves are the ones I want to help. As the years pass by, I see more and more plainly that the Lord gave us our hands to work with, and our brains to think. He did not mean that we should use one only. We should think of the simple things. We should live the easiest way. But we don't seem to want to do this, and we keep looking for secrets that will make the way easier. There is where the trouble lies, for there are no secrets and everything is easy in this world, if we only open our eyes to it.

When a man is rich and making lots of money he has many friends. But when he is poor, the first of these friends may give him a loaf of bread, but I doubt that the second will. So it's up to you to be a judge of your own affairs, to do your own thinking, and to put yourself in such a position that you will be in no danger of starving some day, physically, morally or mentally. Get a business you can be proud of; make your business your hobby; and you will make money and be happy. I do these things, and I know how it works.

Each year we bring to this country from across the water over \$3,000,000 worth of nursery stock. This, with the millions of dollars' worth that is grown at home, is planted, and most of it made to produce fruit in a few months or years. There is an enormous growing demand for fine fruit all over the world, while the production is actually no more than holding its own. If, instead of farm boys and men going to cities and mills, they would go to a nursery or orchard and learn the business, they would soon be able to start for themselves, and become independently rich a good deal quicker than they possibly could in any other work. And if, instead of struggling on in a city with an income that is too small, people would buy a place in the country, and grow fruits, they would find life easier, healthier and happier, and would be able to provide good homes for themselves.

The best soil a grower of fruits can have is a sandy loam. Here is how I would go about picking my location. Find an eastern or southwest slope, and go about half-way up. If you get too high, you will lack moisture, if too low the ground will be damp, and spring frosts will catch the blossoms. Air-drainage

great many more people are learning that berries are a necessity; and that the men who were young between 1890 and 1900, and middle-aged now, nearly all left the farms and went to cities to work, letting the berry fields run down, and so cutting off the supply. It will take a long time to build up the berry production of the country even to the point where it was twenty years ago, let alone to what the present increasing demand calls for. You can take any berry-grower between the Atlantic and the Pacific, who has three acres or more and cares for his plants properly, and you will find him prosperous. I say every one. What other business can you find so successful?

Berry-growing is the thing for those who have, or can get, only a few acres, and for the man who owns a hundred or a thousand acres. In the following paragraphs I will explain plans for profitable plantings of both these sizes.

is necessary for a successful fruit-farm. An exception to the general rule is that peaches do well on hilltops. New land is the best of all, and, when you find it, walk over it and look for brakes, or bracken. (Some call them ferns, but this is not correct.) Brakes will grow only on rich, sandy loam, which is exactly what you want, and the more brakes the better the soil is likely to be. When I first came to Holland and bought Berrydale, people said it was the poorest, sandiest soil around. Now they ask: "How did you do it, Mr. Mitting?"

If the ground is new, clean off brush during winter and have it ready to plow as soon as spring opens up. If you have selected cultivated land, plow it the fall before and let it lie rough over winter. Do not plant your fruit this first spring. Keep the ground in as nice shape as possible—deeply and thoroughly mixed, packed so there are no air-spaces, very fine and smooth.

Plant no less than five acres of one variety of berry if you want to go into it commercially. By having five acres of one kind, you can bring the buyer to your door, where if you have small, mixed plantings of several kinds, you will have to hunt the buyer. If you wish to peddle your product, get at least five acres of ground. Plant three acres in berries and use two acres for buildings and stock lots. You can make a good living from such a place. If you want to know how it is done, I will tell you what to plant and help you all I can. Do not use any fertilizer when you plant fruits. Wait until the following year, then sow a ton of air-slaked lime to the acre. Lime is needed to sweeten land, or correct acidity, to destroy insects, and as a fertilizer to a certain extent. If your soil is sour and



A Corner in My Yard—Holland, Michigan.

full of poisons, it is unfriendly to roots, and in it no plants or trees will thrive or bear fine fruit. Other fertilizers can be added as needed, in the cheapest and easiest form to apply.

When trees and plants come, unpack them and put the roots in water, unless they are frozen, then they should be gradually thawed out in a cold cellar. If not ready to plant, heel-in, roots, tops and all. When starting to plant, see that roots are so wet that soil will cling to them. Trees should go an inch deeper than the graft mark, plants the same depth they were before, which can be easily told. Plant in as long rows

as possible, to make cultivation and working easier. Keep the newly planted ground cultivated clean from early spring till frost comes. No matter whether you have weeds or not—keep stirring the soil. Hoe along each side of berry rows, dig around trees. Do this early in spring and later also. After hoeing, get a hand-rake and rake each side of the rows. Use a slant-toothed harrow or a drag between the rows. Keep this treatment up all summer, going over the ground every ten days as near as you can, unless it rains and afterwards bakes a crust on the surface, when you must go over it sooner. Do not let a weed get 2 inches high.

## History of Alfred Mitting and His Berry-Growing Work

To understand rightly what kind of man you are dealing with, and what the real nature of his business is, you must look over his past life and see what he has done. The following, from the official "Biographical and Genealogical Record," will give you a very good idea of my work and of the kind of berry plants you may expect to get from me. It was written from Morris, Illinois, where I lived in 1900.

The prosperity of a community depends upon its commercial interests, and the representative men of a town are those who are foremost in promoting its business affairs. Their energy and enterprise not only bring to them individual success, but also enhances the general welfare, and thus they may be termed public benefactors. There are in all communities certain business interests which are not only a credit to the town, but are also a matter of pride to its citizens, and such a one is now controlled by Mr. Mitting, the well-known secretary and business manager of the Morris Floral Company. He first came to this city in 1876, and established his permanent residence here in 1893.

He was born in Tunbridge Wells, Kent County, England,

March 4, 1858, and his parents, Robert and Lydia (Piper) Mitting, were both representatives of old English families. For many years his father has been engaged in flower-culture, and at this writing, in 1900, is numbered among the leading florists of Ashurst, Kent, England. Thus in early life our subject became familiar with the business, gaining a thoroughly practical knowledge of the best methods of cultivation of plants. His ability in this direction has been the means of bringing to the Morris Floral Company the splendid success which has attended their enterprise. The school privileges which Mr. Mitting received in his youth were limited, but from reading, observation and experience he is now a well-informed man. He was trained to habits of industry, economy



The Superlative Red Raspberry—the Largest Red Raspberry Grown.

and perseverance, and the development of such traits in his character has made him a splendid business man, and has enabled him successfully to carry forward the business undertakings with which he has been connected.

At the age of eighteen years Mr. Mitting came to America, at which time his uncle, Moses Britt, was residing upon a farm near Morris. Making his way to Grundy County, he worked upon his uncle's farm for two years, and then entered the employ of the late Judge Hopkins as a gardener and coachman. In August, 1879, he sustained a sunstroke, and, his health being impaired thereby, he returned to England, where he remained till 1881. However, he had become greatly attached to the United States, and believing that this country afforded better opportunities than the Old World, he once more boarded a western-bound steamer that brought him to American shores. Arriving in Morris, he rented land of his uncle and engaged in gardening for one season. Through the succeeding two years he carried on general farming on rented land near Morris, and then spent four years in a flouring mill in Newton, Kansas. At the expiration of that period he returned to Morris, where he engaged in farming on rented land through several summer seasons, while in the winter months he worked in flouring mills in Independence, Missouri; Kewatwen, Canada; Galveston, Texas; Muskegon and Holland, Michigan.

On the 4th of March, 1893, he again became a resident of Morris, and since that year has been identified with the floral interests of this city. On the 7th of August the Morris Floral Company was organized by Mr. Mitting, S. M. Underwood, C. D. Britt and Anna Goodenough. They began business on Canal Street, within the limits of the city, and from the first success attended their enterprise. In April, 1897, six acres of land were purchased just east of the city limits, whereupon a larger plant was constructed, consisting of a splendid greenhouse with 20,000 square feet under glass and well-arranged rooms for office, storage and packing purposes. On the east side is the boiler house, 28 x 35 feet. Over 10,000 feet of pipe conveys the steam to the different departments, and a fine artesian well supplies the water for the plant, and there are two large cisterns containing the rain-water from the roofs. A fine fish-pond has been arranged on the grounds, and is supplied with water from the overflow of the well and cisterns. Graveled driveways have been constructed, and the entire plant is a model of its kind, being perfect in every department. Mr. Underwood is the president and treasurer of the company, and Mr. Mitting is secretary and manager. The latter is not only an excellent florist, but is also a practical business man, and, under his direction, the company has enjoyed a steady increase of business from the beginning. They supply the city retail demands, but outside of Morris sell only to the wholesale trade, the yearly output being about one million plants, purchased by florists throughout the United States and Canada.

Mr. Mitting's hope of benefiting his financial condition in the New World has been more than realized, for he has not only secured a good living, but has also acquired a handsome competence that numbers him among the substantial citizens of Morris.

To bring the foregoing biography up to date, I have written the following, much of which touches on my experience in berry-culture:

In 1890 I married Miss Ellen Griggs, a daughter of Jacob Griggs, one of the pioneer settlers of Morris. We now have two children, Ernest DeRoo and Flora Birdie, the former eighteen years old and the latter nine. My son is following in my footsteps, has a berry farm of his own, and eventually will continue the business.

In June, 1900, my family and I made another trip to England, and spent three months with my parents and in going about among the nurseymen and head gardeners of large estates, gathering information on new and old plants and flowers that since has been very valuable to me in my work in the United States. In September we returned, and I took charge of the Morris Floral Company, buying out other heavy stockholders. Though doing a heavy business, I wanted to increase my knowledge of horticulture, so sold my interests in the spring of 1901, and went to Placer

County, California, where I bought a twenty-acre fruit ranch for \$6,000. The trees were eight years old.

After raising one good crop of fruit, I built greenhouses and planted 22,000 carnations on an acre. From this acre I sold \$6,000 worth of rooted cuttings. The expenses were only \$3,000, leaving \$3,000 profit. This beat any record of profit from an acre in one year ever known in California. The carnation cuttings were lifted in the field by four Japs and taken to greenhouses, where four girls trimmed them, then two Japs put them in the sand to root. It took thirty days to root them. Twenty thousand were handled daily, and a little more than 700,000 plants were rooted during that season.

In the meantime I was experimenting with all the finest berries on the coast, and selling more than 300,000 plants a season. In my travels about California I discovered that the white calla lily could not be grown successfully anywhere in California or in the United States, except around the Monterey and San Francisco Bays, so I began to grow bulbs there, and advertised calla lilies at wholesale. Orders came so fast that I sold my fruit ranch at Loomis, and brought a place near Santa Cruz. Here I bought, grew and sold bulbs in the summer months, increasing my trade from 50,000 bulbs the first year to 1,500,000 the fourth year, and some years clearing from \$4,000 to \$6,000.

In the winters I handled all kinds of nursery stock, especially berry plants. After eight years in California, my health became so poor that I concluded to come back East, so I sold out my business there and moved to Holland, where I have been ever since. I do not expect to move again, as I like Holland and the Michigan climate. My berry business is my hobby, and it receives all my time and skill.

My success has come from knowing a good thing when I saw it, and then investing heavily when it was first introduced. For instance, when Luther Burbank first advertised the Shasta Daisy, I bought \$10 worth of seed, and \$10 worth of young plants. I sowed the seeds, and as soon as the plants were up transplanted them. When the plants had four leaves I advertised them in the trade papers at \$10 a hundred, and sold \$396 worth of plants inside of three months from sowing the seed. My original \$10 worth of plants were set out for seed, and inside of one year I had cleared more than \$400 from them. I did the same thing with Lawson and Enchantress Carnations, America Gladiolus, and Giant Himalaya Berry, and a great many other fruits and flowers that are standard now. All through my career I have made it a point to take advantage of every opportunity of making money.

In 1882, while driving to town one day (I lived near Morris, Illinois, then) I saw a lot of very large willows in a hedge or windbreak on the north side of a large orchard, belonging to a Mr. Whipple. I turned right around and went in and asked Mr. Whipple what he would take for those willows. He told me if I would cut them three feet from the ground I could have them all for \$15, so I bought them and went right into town and sold them for props in a coal mine at \$14 per thousand. I cleared \$96 above all expenses, before the spring work began. Another time while I was going from Kansas City to Galveston, Texas, in look-

Harrisburg, Ill., July 6, 1913.

Mr. A. Mitting.

Dear Sir:—In the spring of 1912 I purchased from you half a dozen Himalaya plants which grew nicely. Our plant grew two feet per week until cut worms nipped the tips off. They are eighteen months old now and have several bunches of nice-looking berries on them. They have canes 17 or 18 feet in length which grew from the ground this spring. I believe they will do fine in southern Illinois. Some of the berries are ripe now, July 6th. They come in just after our early blackberries are gone, so that makes it all the nicer. I expect to set several plants this fall and next spring.

MRS. O. G. THOMAS.

R. F. D. No. 4.

ing from the car-window between Houston and Fort Worth, I saw willow bushes full of large bunches of mistletoe. On the Chicago market this was worth \$10 a barrel. I got off right there and shipped a lot of it and made money. Now carloads of it are shipped from there every year.

In 1882 I rented thirty acres of ground just east of Morris, for vegetable-growing. Among the things we planted was an acre of early sweet corn, a splendid crop when the supply was not too great for the local market, but worthless when there was a glut, which was the case that year. One morning I had a notion to send a shipment of ten sacks, or 120 dozen ears, by express to Chicago. I shipped them to M. George & Sons, South Water Street, and was surprised to get a net return of 50 cents a dozen. That one shipment started sweet corn raising on a large scale in that neighborhood; and today, following out my idea, there are 3,000 acres grown each year. In 1877, I believe, I originated the idea of fall plowing for corn in that section. To get rid of an extra-large accumulation of manure I hauled it out on oat stubble in October, and then had to plow it under to keep it from wasting in the winter. The next summer this land was put into corn that went seventy-five bushels to the acre. Other corn went only thirty-five bushels to the acre. The fall-plowing idea was taken up everywhere.

At the present time men come to see me from almost all over the world to ask my advice regarding the planting of berries, and about various land projects. I have just finished an appointment with a man from the Isle of Pines. Hundreds of people come to see me when the Himalaya Berries are ripe. I began advising people a good many years ago when I lived in California. One day a real estate man came to me, and wanted me to go into a neighboring county to look over a couple of thousand acres of land that a colony of Mormons was expecting to plant peach trees on. I went over with them, and found that the land was next to worthless for peaches. That real estate man would have paid me almost anything I asked him if I would just make a favorable report to these Mormons. But I had never fooled anyone yet, and did

not want to begin it then, so I just told them what that piece of land was. They went off fifty or sixty miles in another direction, and had me pick out a good piece of land, and made a great success. Just think what disappointment and loss there would have been if they had struggled along for several years in the bad location before they found out what was wrong.

I went up into Wisconsin last year, and laid out and plant 120 acres of berries for another man. Nearer home I am continually going out and selecting land, arranging, planting, etc., for those who are starting on a large scale. More than just starting these people, I keep in touch with them and see that they make a financial success of their berry-growing business. I point out to them the good things that I see and try to get them to stick, up hill and down, until they win out, just the same as I have stuck to the good things I have seen and that made me money. I tell them it is Grit that talks even more than money—Grit and Honesty.

To make money in any line of business, I take up something new. In growing berry plants, or in nursery work I aim to import valuable new plants from other countries, and hybridize to produce entirely new plants. In Europe they use the word "Improved" in relation to plants the same as we use the word "Pedigree." It means the result of continual selection of the cream of the plants you grow, just as if you would sow wheat or oats with seed selected from the bin, select the best heads of grain and keep up the selection each year. In five years you would have "pedigreed" wheat, or an "improved" quality, as it would be called in Europe, and it would produce at least ten bushels more to the acre than the common seed which you selected from the bin in the beginning.

This cannot be called a new kind of seed, for new kinds are got by hybridizing. Suppose we want a new carnation. We select two healthy plants of different kinds, say one white and one pink. We plant them in good situations, and give them the best of care, watching them closely. When we find a perfect stem and flower-bud on each plant at the same time, we put a roomy cheese cloth net over their blooms



Giant Himalaya Showing First Year's Growth—Photo Taken Five Months After Planting—Alfred Mitting.

so insects cannot interfere with our work. As soon as the blooms are fully expanded, we take the nets from the flowers, and with a small camel's-hair brush take a little pollen from one flower and apply it to the stamen of the other flower. The stamens generally are long, and if we want a new plant that will produce a very large bloom we apply the pollen on the top of the stamens, if we want a stronger stem and not such a large bloom we apply the pollen to the stem of the stamens; if we want a stronger calyx on the new flower we apply the pollen on the bend of the stamens. Then we put the net back over the flowers and leave it on until the bloom goes to seed. This is the way

we form new varieties. It takes time, sometimes years, before we get anything that is much superior to existing kinds, but to work with Nature is one of the finest enjoyments of my life.

As I have pointed out, I have made money, but it always has been in things which I naturally like to do. I have been busy improving, or "pedigreeing," all kinds of berries and flowers, and hybridizing and originating new varieties. My constant effort is to get something better than has existed heretofore. I have succeeded in producing many such varieties, all of which I list in my catalog and offer to my customers in an accurate and reliable manner.

## The Giant Himalaya Berry

The year 1914 is the fifth year that the Himalaya Berry has been grown in the East. During that time it is safe to say that almost a million plants have been set out east of the Rockies. The last season really was the first that heavy crops of fruit could be expected from the plants, the oldest of which we started in 1910. The bearing habits of Himalaya are such that the first and second years' fruiting does not amount to much. The berries are small and relatively few in quantity. The third year is the first crop by which Himalaya really can be judged. Blackberries and raspberries were badly frozen in the winter of 1911-12, but Himalaya was not hurt much. The crops of berries were very much shortened in 1912, but we had here in Michigan crops of Himalaya that ran two and a half tons to the acre. In Wisconsin, Ohio, Indiana, New York, Nebraska and others states, there also were heavy crops.

For those who have not seen the plants or berries, a brief description is needed: Himalaya Berry is not a blackberry, although it looks something like one both in plant and in fruit. With blackberries the canes die each year after they bear fruit, and new ones produce the fruit of the next year. Himalaya does not die down, or freeze down, and the fruit and leaves are produced all along the old and new wood alike, the same as with a fruit tree or grape vine. The new growth of Himalaya begins each spring where the old growth left off the previous fall, and it is nothing remarkable to find Himalaya canes growing 20 to 30 feet in one season. Two feet of growth a week is about the average that the plants make in good soil when they are well watered. You cannot judge the growth in the first and second years, because by the third year the canes and the whole plant are three times as big as they were the first two years.

The berries are round, and about three-quarters of an inch thick, very firm, with a tough skin and no core. They are jet black and very handsome. Like blackberries, they are quite tart before they are fully ripe, but very sweet and rich when matured. They should be left on the bushes for three days after they turn black; then they will be firm and solid, and fine flavored. If you want to eat them at home, you can leave them on six days after they turn black, when the flavor will be finer, but they will be a little too soft for shipping. In both flesh and flavor they are well adapted for eating raw, canning, stewing preserving or drying. They seem to have more plup than blackberries or raspberries and make more cans, or a larger bulk, when preserved. The berries do not grow stale or insipid after shipping, for their fine flavor and appearance are all there after many days, if they are given fair care.

The first blossoms come on my bearing plants about the end of June, and I begin to pick ripe berries about the first of August, continuing to get good pickings until October, long after other berries are gone. My average yield is almost 1,100 crates an acre. A crate contains sixteen quarts, and I got 25 cents a quart last season. An average price of 15 cents for extensive commercial plantings should be a fair estimate.

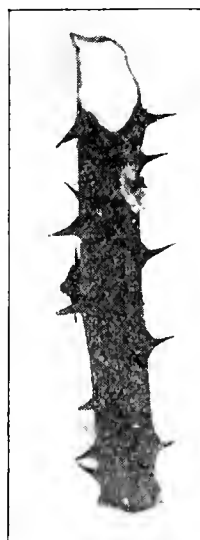
The plants come to full bearing in three years. The first year there are a few blossoms but no berries, and the second year a medium crop of berries. But the second-year berries are not nearly so large and fine as



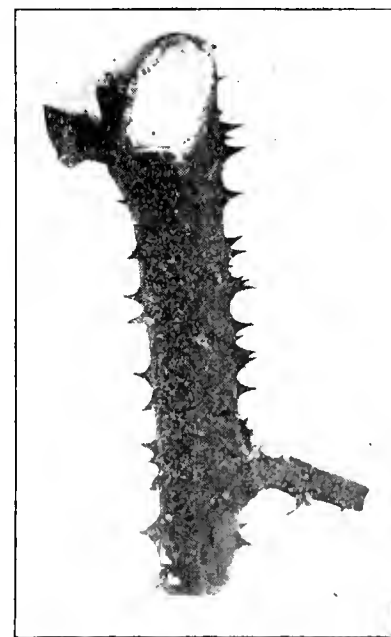
First Year  
½-inch Diameter.



Second Year  
1-inch Diameter.



Third Year  
1½-inch Diameter.



Fourth Year  
2-inches Diameter.

Showing Himalaya Wood Growth.



Giant Himalaya Berries—Two Years Old.

those from older plants. The berries grow in big clusters on the outside of the bushes, hanging down in plain sight toward ripening time.

Now the main points about the Himalaya are these: Its perennial habit, like a fruit tree; its enormous rate of growth; its great hardiness; its tremendous bearing, and high quality of its berries. The winter of 1911-12 was the coldest known for twenty years; but, in the worst situations, Himalaya lost less than half of its 1911 growth, and last summer produced more berries than blackberry plants do in favorable seasons. I **KNOW** that Himalaya is a commercial leader, and that in a few years its importance all over the country will be so great as to compare with strawberries now, while in Northern States it should replace most blackberries, and be of enough commercial importance to compare with the standard tree fruits. Certainly it has money-making capabilities beyond the average.

Himalaya plants are very ornamental, and can be used as porch vines, or for covering fences, walls, etc. I use them for making hedges around fields. The leaves are pretty, and the blossoms, which are produced for two months, are as handsome as those of many ornamental vines and shrubs. If you train the plants up a post, and pinch them back when they get to the top, they will become a sort of weeping tree that makes good single specimens in a yard.

Anyone can grow Himalaya, in any soil, and in any part of the country. Michigan winters are about as cold as any in this country, and Florida summers are hot—and Himalaya plants are growing successfully under both these conditions. Plant Himalaya, and plant lots of them. Plant five acres if you can. If I were setting out ten acres, I would set eight to Himalaya and the other two to raspberries, gooseberries and currants—that is my estimate of the importance of Himalaya. I have planted twenty-two acres more here near Holland, for my own fruit-growing, and there are several men and firms who are planting hundreds of acres.

You should by all means get some plants, if you cannot make a large planting this year, so you will have reliable, first-hand knowledge to judge from when you are ready to plant on a large scale. If you want samples of the berries in season, send me thirty cents a quart. I will gladly give you any further information I can, and tell you the names of growers who have Himalaya now. If you are willing to wait, the six-months plants are all right, but the older plants, of course, will bear more quickly.

The photographs scattered through this book show

the nature of the Himalaya plants. Now I shall tell how to plant and care for them:

This is the greatest small fruit introduced into America for a generation. It is entirely a new kind of berry-fruit—just as different from anything you have ever seen as raspberries, blackberries or strawberries are different from one another, and is, therefore, in a distinct class by itself. A proper comparison can not be made between Himalaya Berries and any other's grown in this country, either in character, and hardiness of plant, or in quality and abundance of fruit.

Unknown to the rest of the world, it had been growing for centuries in the Himalaya Mountains, when a British military expedition went north from India into Persia and Thibet, found it, and brought back some plants. A Seattle firm brought the first plants into the United States in 1905, and since then Himalaya has been developed and tested until we know that for many purposes it is so altogether different and new and good that it is an invaluable addition to the fruits American farmers can grow. It seems as though many of our finest fruits must be discovered, and their delightful and valuable qualities brought to the notice of civilization, in some accidental manner, as this one was.

The Himalaya plant is a briary vine like a blackberry, and grows 40 or 50 feet a year unless trimmed. New growth starts from the ends of last year's branches and from last year's bud—from the old wood. No wood dies,—in this feature the plant is exactly like an apple tree or an oak tree. The old wood fruits every season, and keeps on bearing, year after year. When a year old, and afterwards, the plant sends out side branches, 16 to 40 inches long, from the main canes. On these are borne the heavy crops. It must be understood at the start that Himalaya is a permanent "fruit tree," and lives as long as a pear or a grape.

When the berry was first introduced into this country, at Seattle, in 1905, there was some doubt about its hardiness. It was hard to believe that here was a berry vine that was like a blackberry plant, but which, contrary to the habit of the best blackberries, did not winter-kill at all. Even after it was generally known that the plant was a perennial, and that the old canes grew right on year after year, many people would not believe that the plant could live through the severe winters of northern United States. They thought that zero weather would kill it root and branch.

The only certain way to find out about this was to plant some Himalaya Vines in exposed situations and see what would happen. We planted acres, to make the test conclusive. In the five years that have elapsed, we have found not one inch of wood killed by frost, on all our plants—not even a tip has been frozen to death or stunted. Michigan winters are severe, the ground here is frozen from November till March, and the temperature goes down to 40 degrees below zero. Now we **know** that Himalaya is hardy anywhere in this country, and we have it fruiting finely, this year especially.

The rapid and immense growth of Himalaya has to be seen to be understood. One can almost "see it grow," our plants make on the average of 2 feet of wood a week, and a total average growth of 20 to 30 feet a year. Under favorable conditions, a Himalaya plant will grow

**Berrydale Experiment Gardens, Holland, Mich.**

Gentlemen:—In the spring of 1911, I bought of you a young plant of the Himalaya Berry. That plant is now in full bearing, strictly according to the advertisement. It might well be called the "Wonderberry," if that name were not already appropriated.

The plant has reached a height of fully ten feet; it has a width of nine or ten feet and a depth of three or four feet. I note that it propagates itself by tipping like the raspberry. I have picked about three quarts of large, plump, black berries, which my wife made into jelly in order to test their value along that line. She reports that they make a firmer and finer-flavored jelly than the common blackberry. There will be at least three more quarts. I note that it will be a long season berry, perhaps three or four weeks, judging from this one plant; I also note that the berries are solid and will undoubtedly ship well. The berries are easy to pick, for they are on long stems or branches which extend out from the main stems.

Very truly yours,

B. W. KUMLER.

Kensington, Md., July 25, 1913.

over 50 feet in a single season, but a fruiting vine should be cut back to a workable size. This will also insure high-grade fruit. The vine will act much like a grape—if left alone it will trail on the ground, but should be tied up to supports, such as stakes, wires, trellises, walls, etc.

The plants are as hardy as oaks—no cold found in this country will kill even a tip. Several hundred thousand have been growing right here, and have come through five Michigan winters with not even an inch of wood killed by frost. Our tests have been conclusive on this point, and it is now a **known fact** that Himalaya Berry will stand the winters anywhere in the United States. If any one tells you differently, come to us and we will show you that plants come through the coldest cold to be found south of latitude 50°. Any visitor can see our big fields of Himalaya just as shown in the pictures in this catalogue.

The native **home** of this plant is on the sun-baked slopes of the Himalaya Mountains in Thibet. Naturally, hot and dry weather does not stunt it much; in fact, if the soil is kept moist, the hotter the sun the faster the plant will grow. Cold equal to that of the Arctic circle, heat of the tropics, dry seasons, lack of fertility and severe conditions generally that the Himalaya Berry has endured for centuries in its native land, have bred into every fiber of the plants a vigorous constitution that will withstand our hardest seasons and conditions, winter or summer, without damaging or killing. But like other plants that **produce heavy crops**, Himalaya plants need to be fed and cultivated for best results. They will respond wonderfully with right treatment in a good soil.

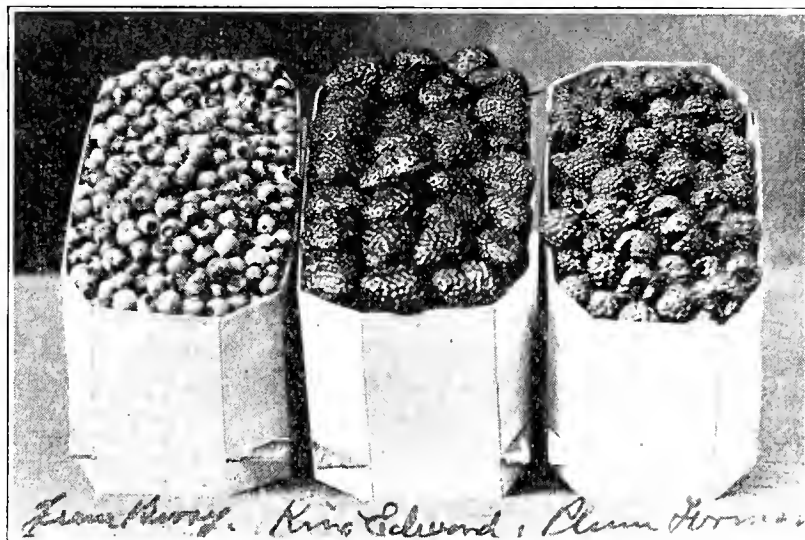
The plants have characteristics of raspberries, of blackberries, and of grape-vines and trees. The sprouts do not come up anywhere from the roots as blackberries do, but all start from one root. The berries are clustered on the outside of the bush, not in among briars. This commendable habit saves expense and trouble in picking fruit and in caring for plants, adds wonderfully to the appearance of a bush, or of a field when loaded with blossoms and fruit. The vines are a sight to be remembered, when in bloom, with clusters of fifty to one hundred shell-pink flowers as large as half dollars, and they are even handsomer when the berries turn jet-black.

The berries are black but are not blackberries. They are borne in enormous clusters and ripen from time to time all summer, and on in the fall till frost comes. The yields are so large as to be almost unbelievable. But when we say that an average harvest is ten tons of berries from 500 plants, growing on one acre, it will give some idea. Each berry is an inch long, thick, meaty, melting, sweet, with almost no core, and unusually rich—there is no other fruit with which we can compare them either in appearance or in quality. Flavor and flesh are both perfectly adapted for making pies, jelly, jam, preserves and for eating raw. The natives of Central Asia made wine from them. Here is a suggestion for enterprising Americans. They need very little sugar in cooking, and do not spoil on the vines for many days after they are ripe.

They will stand long-distance shipping and much handling without loss of fine flavor and appearance. As is the case with some other kinds of berries, Himalaya does not grow stale or insipid after a few days in storage. The first blossoms come on our bearing plants about the end of June. We began to pick ripe berries on August 1, and continued getting good pickings almost until October—long after all other berries were gone. Our average yield is at the rate of 1,042 crates, of sixteen quarts each, to the acre (of 500 plants, 10 feet apart each way). We get 12 cents a quart for these berries. The plants come to perfection in bearing in three years. Though needing trellis supports, they should be treated as a tree, and pruned accordingly for

light, air and fruit stems. As an ornament, the plant fully equals the best vines and plants which are used for that purpose especially. The immense growth, handsome blossoms and fruit, and general lavish effect attained in a short time, are valuable features to make use of on any grounds. The plants will make a solid hedge in two seasons. On trellises, over old walls, unsightly buildings, porches, or dead trees, the effects are handsome and wonderful. If the leading canes are trained to the top of a post, and then pinched back two inches, the plant will form a weeping tree, which can be kept to any height desired.

Growers will not have a fraction of the Himalaya Berries needed to meet the demand as soon as they become known to consumers. Every time they have been offered on markets, buyers have snapped them up at the highest price paid for any berries. The time of ripening is in favor of big prices, for they can be marketed when there are no other fresh berries to be had at any prices. Commercially, Himalayas cannot fail to attract the attention of those live growers who are looking for the fruit which will yield the most money.



"They Look Good To Me."

A Mr. Manor planted two stalks in 1907. In 1908 he picked \$31 worth of berries from them, selling the whole crop for 15 cents a quart. In 1909, from the same two plants, he sold \$54 worth of berries. An acre of these berries will yield 1,500 to 2,000 pounds of fruit at twenty-two months from planting. The next season that acre will yield from five to ten tons or more, and each year afterward will show an increase over this.

We market many thousands of crates of these berries from our own fields of bearing plants. A preserving plant will go up here soon to make jelly and preserves from the berries not used fresh. These products have already been put on the Chicago market. When they can be supplied in quantity they bring \$1 a pint at wholesale. An acre of Himalaya Berries gives us three times the net profit we can get from blackberries, raspberries or strawberries, giving all the best of care. Wonderful size, fine appearance, general adaptability, immense crops and great hardiness will appeal to any one who has space in which they may be planted. In a few years more Himalaya Berries will be grown more than blackberries and raspberries combined. They will become as standard as apples.

Here is a direct suggestion of the quality of Himalaya Berries. Eldorado, one of the very best blackberries, has 40 per cent more water in the fruit than Himalaya. Two quarts of Himalaya will make as **much** preserves, jelly, jam or wine, as three quarts of Eldorado. And it takes five quarts of Himalaya to make the same amount of seed as three quarts of Eldorado.

In 1910 we sent out plants to over 1,400 people, and

in 1911 to over 4,000 people, living in every state in the Union. Many of these plants are now bearing, and every owner is satisfied. There is an overwhelming demand for Himalaya plants. Last year the total supply was exhausted weeks before the planting season was over. We will have several hundred thousand of the finest kind of strong-rooted tips for delivery next season, also we will have a smaller number of year-old plants. If you can, come to Berrydale and see our Himalaya "ranch," for our method of growing and cultivating is worth going miles to see.

## How to Grow the Giant Himalaya Berry

Set plants 5 by 10 feet apart. Keep the ground clean, and let the new canes run on the ground all summer. About the first of September put the tips of the canes 4 or 5 inches under the soil to root. (You can continue to put tips under every week up to the 15th of October). The following spring dig the rotted tips, and cut the canes back to two feet. These second-year canes will give you some fruit, but it will be small.

One year from planting Himalaya Berry, put up a fence of some kind, and the second-season canes up to the top wire, then pinch off the tips. These canes will branch out with new canes that will reach the ground, where the tips can be put under as before. They will root inside of three weeks, thus giving roots at both ends of canes. In this shape they will stand the coldest winters. If possible, plant all kinds of berries where you have a windbreak on the north and west sides, as it keeps the wind from driving sleet and snow against the canes, cutting the bark and killing the wood.

Winds in this way do more damage to small fruits than does severe cold.

The second crop of Giant Himalaya Berries, in the third year, will be as large as the biggest blackberries. After you have picked the fruit each season, cut the fruiting wood away. That is all the trimming that is necessary. Keep the new canes tied up each season. Do not pick Himalaya Berries until three days after they turn black. If you do, the berries will be small and very tart. Left on three days longer, they get larger and become very sweet, without losing in solidness.

Both responsible and irresponsible persons and papers have discussed the hardiness of Himalaya and the quality of the berries. The source of the criticism lies in the fact that there are three different varieties of Himalayas, two of which are not hardy except in California and Oregon, and the berries of which are inferior. The first plants of the true Giant Himalaya to be brought east of the Rockies I brought in the spring of 1910. Many say that they have had Himalaya for three, four, five or more years, that they got the plants from California. The facts are that the very first true Giant Himalaya plants offered to the public in California were 1,000 plants in the fall of 1909. It is not likely that many of these got into the Eastern States. But California is full of the other two varieties of Himalaya that are not hardy, and these are those that our misinformed friends are talking so much about.

We herewith say to every paper which has criticised the true Giant Himalaya, that it did so without knowing the facts, and that it owes us an explanation occupying as much space as its fault-finding. If the editors, or growers, want to know the facts, come to Holland, and I will show them all the true Himalaya plants they care to see—plants that have come through the last three winters with no more damage than I stated. Not only can I show my own plantings, but those of dozens



A Row of Dormant Macatawa Plants. They Are Hardy—Stand 25 Degrees Below Zero. Grown by Alfred Mitting.

of other growers who have plants in perfect condition and bearing heavily. Come and see. That should be fair for anyone.

As I have visited your place several times, and have been growing the Giant Himalaya Berry two years, I honestly believe them to be the best black berry that is grown. There are loads of berries, and they are easily picked; no thorns to bother you in picking. If the other fruit-growers had seen as much of them as I have, they would certainly get a start. From young plants set out last spring I have as many as a dozen tips already, and there will be as many more. The second year is when they do their most wonderful growth. One can hardly believe it, unless one sees them every day, as I do. I shall plant out ten acres more this fall. For one, I am going to boost the Giant Himalaya Berry.—ARTHUR W. DEAN, Bangor, Mich., August 10, 1912.

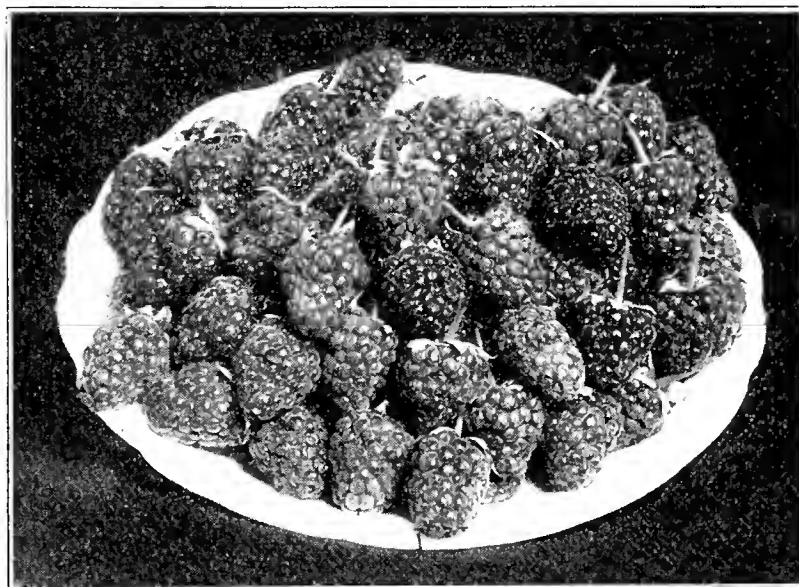
Olathe, Kan., May 23, 1913.

Mr. Mitting.

Dear Sir:—I received my shipment of berries in good condition, am well pleased with them. Will be glad if you will tell us if you have the true peppermint plant, and the prices for same.

Yours truly,

MRS. ROSE M. KINDER.



Superlative—Grown by Alfred Mitting.

## Blackberries and Raspberries

Blackberries and Raspberries are the old standard berries which still should form a respectable portion of most plantings. I now have several exceedingly valuable varieties, kinds that are greatly superior to those that growers had to depend on a dozen years ago.

Berry prices have been going up steadily for the last dozen years or more. Those who plant berries now put themselves in a position to profit by this continual increase in the market value of their product; an increase which much more than offsets the increased cost of production and living for the growers.

Another reason why berry prices have gone up is that people on farms and in country towns who used to put up their own berries do so no longer, but depend on buying the canned fruit at the stores. At present canned berries are proportionately higher in price than fresh berries. You make the most money by canning your entire crops.

I say at various places in this book that, when you plant berries commercially, you never should plant less than an acre of one variety, and that five acres are better. The reason is that with this quantity of berries you can bring buyers to your farm and do not need to peddle your product. There never is any money in peddling. Anything less than an acre is just a home-garden. It will supply your family, and probably a good many of your friends; but you cannot make much cash profit from it.

Black Raspberries should be planted 5 feet apart each way. This will put 1,750 on an acre. Red Raspberry bushes grow smaller, and should be set 2 by 5 feet, about 4,000 plants to an acre. Blackberries differ in their requirements. The larger-growing kinds should be planted farther apart than the smaller-growing sorts. The ordinary varieties should go about 6 feet apart each way, or from 1,200 to 1,600 plants to an acre.

### Macatawa Blackberries

I have named this berry Macatawa, as that term carries to me the idea of our cold Michigan winters and our occasional dry summers, which this berry stands without the slightest damage. It went through the winters of 1911-12 and 13 in an exposed position without freezing. The Macatawa is a cross between the Giant Himalaya Berry and Eldorado Blackberry. Himalaya is a hardy perennial which bears fruit all along its branches, on the old and new wood alike, and propagates from the tips. The cross has characteristics of both its parents. The fruit is very large and sweet—sweet even when green. It is coreless and almost seedless. The plants begin to bloom about the first of June and keep up a continual production of flowers all summer and until frost stops the growth.

The berries begin to ripen about the middle of July, coming along all the time until frost, when some green ones are frozen. The bloom is white, nearly 2 inches in diameter, and almost semi-double. It is a true everbearing berry, the fruit ripening as the new wood hardens, and one of the most tremendous yielders in the world today.

The young plants come from suckers, in the same way as any other Blackberry propagates, but the form is more bushy—something on the order of a red raspberry, but larger and wider. The plants begin to bear

during their first year, and produce a very heavy crop the second year from planting. I have only 25,000 plants for sale this year, and particularly want berry plant-growers and old fruit-growers to try this coming commercial Blackberry. If you are interested, it will pay you to come to Holland and see my plants. I have 500 plants in one lot which produced, in 1912, 502 quarts, that were sold for 30 cents a quart, or \$150.60.

### Macatawa Everbearing Blackberry

Since Macatawa was originated by me in Holland in 1909, and offered to the trade for the first time in the fall of 1912, few know how to grow it. The treatment should be a little different from most blackberries, because of its different habit of growth which it inherited from its parents, Giant Himalaya Berry and Eldorado Blackberry.

Set plants 5 feet apart in the row; rows 8 feet apart; 1,000 plants to the acre. They throw very few sucker plants. The roots should be dug about the first of October if you want to increase your number of plants. Cut them in pieces about an inch long and sow them in rows as you would peas, about an inch apart. Cover

4 inches deep. Have rows 2 feet apart. Keep this bed clean the following summer, and by October you will get as fine plants as you ever saw. You may continue to do this each season if young plants are wanted. Rich, sandy loam is the best soil.

## Macatawa Challenge Offer

I will pay \$1,000 for two dozen plants of a better blackberry than Macatawa, judged on the following points: 1, size of berries; 2, hardiness of plant; 3, habit of growth of plant and fruit; 4, yield or average cropping; 5, flavor of berries; 6, freedom of berries from core and seeds; 7, ease of picking; 8, shipping quality of berries.

## Black Raspberries Plum Farmer

This is the best all-round Black Raspberry that will grow in the Northern States. It stood the winter of 1911-12 and produced a heavy crop the following season, when other kinds froze badly and yielded nothing. It bears extremely large berries, often an inch in diameter, of fine shipping quality. They are so handsome that usually they bring a few cents extra per quart. The berries are not jet-black, but are a handsome, dark brownish black that will not fade. They ripen early and can be picked during a period not longer than four or five days. The flavor is excellent, and is not lost during wet weather or shipping.

The plants are healthy, vigorous and sturdy. When not in leaf the canes are silvery blue, and for this reason are handsome in a garden or along a lawn. Plum Farmer is the largest, best-colored, most attractive and most productive Black Raspberry in cultivation, and one that will make money anywhere.

## Red Raspberries Shepard's Pride

A new Red Raspberry which has been grown extensively by the originator and his friends for five or six years, but which has not been on the market before. The berries are dark, velvety red, very firm and sweet. They are round instead of pointed, and are larger than any other round Red Raspberry. The flavor is all that can be desired, and the berries are firm enough to ship anywhere. The plants are sturdy, and large branched. There is no question about its hardiness. I consider it the best all-round Red Raspberry grown in the United States. Three years ago I bought 3,000 plants from the introducer, a man by the name of Shepard, in Wisconsin. The first season's fruiting in 1911 convinced me that it was extremely good, and the following crop gave further proof of its great value. It will be a commercial leader. The introducer now has a number of acres of it, and has practically discarded all other varieties. I have planted a heavy stock, for I shall need all of the young plants I can raise to fill my orders. I recommend this variety very strongly, and know that it will make money for you.

Cheweleh, Wash., May 9, 1913.

Mr. A. Mitting, Holland, Mich.

Dear Sir:—My order for plants came through in fine shape and I want to thank you for the liberal count and good stock. I trust that we will have a good report to make on same.

Very truly yours,

THOS. THOMPSON.

## Berrydale Scarlet

This Raspberry has the finest flavor of any berry that ever has been introduced. It is distinctly a home-table berry, and is so tender that it can not be shipped with any satisfaction. The berries are only a quarter of an inch in diameter, and if it was not for their delicious flavor they would have little value. But their flavor is something to be remembered; the perfume reminds one of the flavor of wild Raspberries. The berries grow in clusters of hundreds. The canes are red.

## St. Regis

Plants of St. Regis, planted in early April, gave ripe berries on the 20th of June of the same year. For four weeks thereafter the yield was heavy, and the canes continued to produce ripe fruit freely without intermission until the middle of October. The berries were large and beautiful, firm and full-flavored, to the very last. St. Regis is the only Raspberry, thus far known, that will yield a crop of fruit the season planted. Awarded a certificate of merit by the American Institute of New York.

## Victoria Rhubarb

My attention was called to the paying crop of Rhubarb while living in Illinois. When we bought the seven acres of ground to put up 20,000 square feet of glass for a greenhouse, there was on the place one-quarter acre of Victoria Rhubarb. Not having time to bother with vegetables, the 2-year-old bed was sold to a Mr. Clapp, a market gardener, for \$100 cash, he doing the pulling, and shipping to Chicago, where he got 1 cent per pound. Mr. Clapp gave me \$100 per year for the one-quarter acre, for four years. How much profit he made I never found out, but it must have been \$100. That would then be at the rate of \$800 per acre per year. All we did each fall, was to put the rough stable manure between the rows, to keep the weeds down.

This transaction had slipped my mind, until two years ago, when the price of canned goods went up 25 per cent, so I experimented with it as following:

Pull your Rhubarb, when matured, and peel same. Cut into 1-inch pieces, and put in glass or tin cans. Boil some water, and then let it cool. When cool, pour into the jars or cans, and seal. By so doing, you will have fresh Rhubarb all the year round, for pies, sauce, etc.

Now, the point is this: by canning your own rhubarb, from one acre your crop comes close to \$5,000. Take out expenses, and see what a fine profit you will make. It is wonderful when you think of it. All the



Himalaya Berry, Three Years Old—Grown by Alfred Mitting

outfit you need is a large kettle to boil the water, the cans, and a large table. Most all wholesale dealers will buy your crop. if you send them a sample can, with your special tag on same. The main point to consider is to get the true Victoria Rhubarb plants. We have found that most dealers have not the true stock. So we have taken great pains, and have for sale, the true Victoria plants at \$40.00 per 1,000 1-year-old plants. They should be planted in the spring, 5 feet apart each way, taking 1,750 plants to the acre. They like a deep, sandy loam soil.

Half a dozen plants or so will supply a large family with all it can use through the season, when the right varieties are planted and proper care is given. Once established, the plants last a lifetime.

## Red Cabbage Pickles

Red Cabbage Pickles are one of the finest pickles you can put on your table. Get the true Holland Red Dutch Cabbage seed. When the crop is ready, cut up the cabbage the same as for Sauer Kraut, only coarser. Put into jars, cans, or even in barrels.

Then take, for every gallon of pure cider vinegar, one ounce of mixed spices, tied in a cheesecloth bag. Put into the vinegar and boil for one hour. Then pour over the cabbage. That's all. It is not even a necessity to seal the cans, as it will keep, providing the cabbage is covered with the vinegar.

Seeds, 15 cents  $\frac{1}{2}$  ounce; 25 cents per ounce. Order now.

## Strawberries

Fruit-growers in many large sections depend almost entirely on Strawberries for their income. On the Eastern Shore of Maryland and Delaware, Strawberries are regarded in the same light as wheat is regarded in the Dakotas, while in many of the Middle Western States Strawberries are grown on thousands of acres and produce four times as much profit as any of the grain-crops grown on neighboring farms. Every home should have a small Strawberry bed to produce berries for table use, and if your farm is located right, and your soil is adapted to Strawberry culture, you should have from one to five acres as a regular crop. I recommend King Edward for the Middle West; but all of the other varieties I list have been thoroughly tested and found satisfactory. "Per." or "Imp." following the name of the variety indicates whether that variety has perfect or imperfect blossoms.

### King Edward (Per.)

Mr. D. J. Miller, of Millersburg, Ohio, says: "It is the finest thing on my place, beyond a doubt, and my careful and deliberate judgment is that it is the most beautiful and the grandest Strawberry on the globe. This is true of it wherever Strawberries are successfully grown. The foliage seems to resist disease and insects, with no blighting or killing."

The Ohio Agricultural Experiment Station Bulletin described King Edward as follows: "Large, conical, blunt, very slightly necked, regular; brightly colored, fresh, glossy crimson; attractive. Flesh light in color, firm, fine-grained mild, sweet and good; blossoms perfect. First blooms May 7, full bloom May 21; first fruit ripe June 9; period of the heaviest fruiting June 15 to 23. Last picking June 26. This was at Wooster, Ohio. Plants large, vigorous, light green, making a beautiful row. A very promising variety originating in Holmes County, Ohio, where it is reported to have done exceedingly well."

April 8, 1913.

Mr. Mitting.

Dear Sir:—The plants arrived in good condition and we are much pleased with them. I will certainly recommend them. We have had them out a few days in a sandy loam and they have made quite a growth. My husband is showing them to everyone. Thank you for the Macatawa plant.

MRS. J. F. HITE,  
Crystal Springs, Fla.

Sullivan, Mo., March 20, 1913.

Mr. A. Mitting.

I received the currant bushes today. They were in fine condition and I was not long in setting them out. Thank you for your promptness. Yours truly,

MRS. D. W. CROCKETT.

### Senator Dunlap (Per.)

This variety has been growing in popularity ever since it was introduced in 1900. It seems to succeed equally well in every locality, and is perfectly satisfactory in the Middle Western States. Berries ripen over a long season, are medium to large and conical. Can be regarded as a standard commercial sort.



Giant June Berry—Grown by Alfred Mitting.  
Extra Fine Jelly Maker.

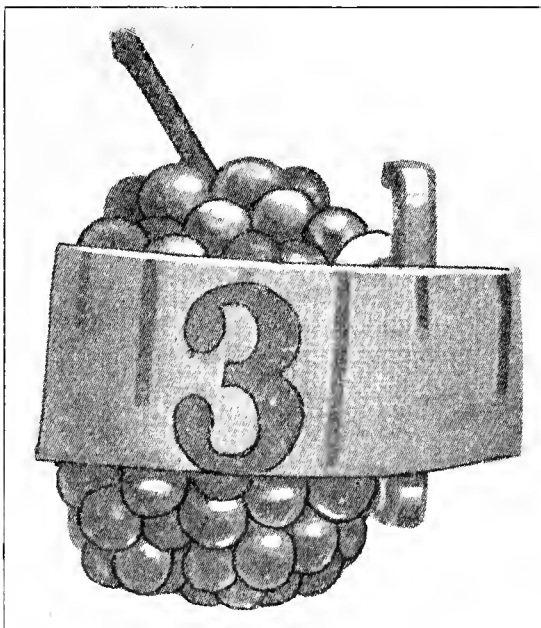
## What You Can Do on Five Acres

For \$100 you can rent five acres of ground, buy enough berry plants to set it properly, and cultivate it. This is about as cheap as it should be done, however. In two years you can get more than \$500 cash profit. The first year alone the new plants you get will be worth \$250. Let us take such a five-acre berry farm, and see how things would be fixed on it. There should be hedges of Himalaya berry at the sides and back, and maybe roses and shrubbery in front. Probably there should be a little pasture over in one corner, but all the rest of the farm, except a quarter of an acre reserved for house, barn, chicken-houses and yards, garden, etc., should be in berries.

There should be a half acre of Strawberries, which would take 7,620 plants, set 3 x 2 feet apart, costing \$20, and one acre of Himalaya plants, set 5 x 10 feet apart—900 plants, costing \$18. The Himalaya hedge, about 70 rods long, would take 500 plants more, worth \$10. Then a half acre of Superlative Red Raspberries, set 2 x 5 feet, 2,177 plants, would cost \$52.80; a half acre of Plum Farmer Black Raspberries, 2,177 plants, would cost \$21.77; a half acre of Perfection Red Currants, 5 x 5 feet, 871 plants, \$34.64; a quarter acre of Boskoop Giant Black Currants, 5 x 5 feet, 435 plants, \$21.75; a quarter acre of Whinham Gooseberries, 5 x 5 feet, 435 plants, \$43.50; 100 rose plants. Dorothy Perkins, for the hedge fence, \$5; and finally fruit and other trees and shrubs for the front yard, orchard, garden, chicken-yards, etc., \$100. The total of all this is \$327.66.

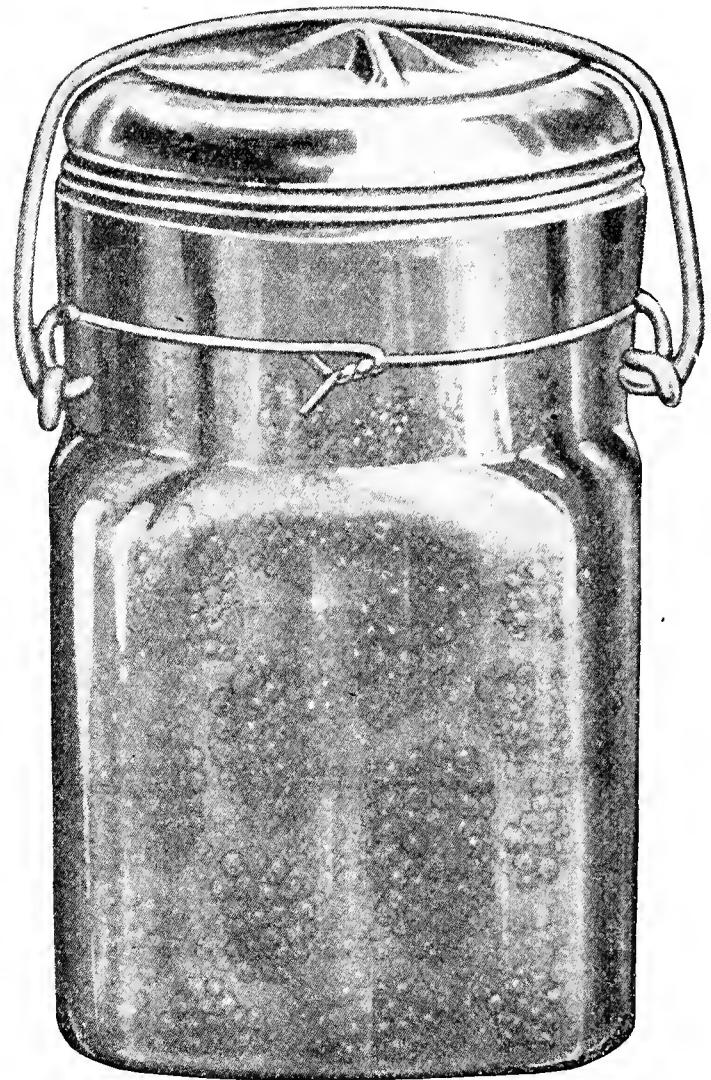
Where can you put this amount of money to better advantage? If you lived in a town, \$300 would keep you about three months, and is but a drop in the bucket so far as buying and maintaining a home is concerned. But such a five-acre berry farm is all you need to make a living; and the living can be compared only with the grade of living of the salaried man in a town who gets more than \$1,500 a year and spends it all as he goes. Some five-acre berry farms net \$2,000 a year. It takes work, but almost any grower can live and save \$1,000 to \$1,200 or more every year.

Land perfectly suited to berries can be bought almost anywhere for not to exceed \$25 an acre, and I know of plenty that can be had for \$10 an acre. Think of it—for \$125, plus the cost of the berry plants and planting, you can have a home and independence!



The  
Macatawa  
Berry is 3½  
inches  
one way by  
3¼ inches  
the other

A wonderful  
producer



Macatawa is a Great Berry for Canning.

## What You Can Do on Two Hundred Acres

Now if you have money or land, and want to make profits equal to those of any business, and more than most, you can do it with berries. If you are a farmer you can make berries your main crop; if you have money and can buy land and go into the berry-growing business. B. F. Duncan, of Seattle, Washington, wrote me last winter asking how he could handle 200 acres of land in berries. I put considerable thought into my reply, to Mr. Duncan's inquiry, and cannot explain my idea to you any better than by printing my letter here.

*My Dear Mr. Duncan:* Your idea of laying out 200 acres into ten-acre tracts with six acres of berries on each ten acres cannot be beat as a money-maker. I tested it myself by buying twenty-five acres of ground, at \$20 per acre, in April, 1910, clearing off ten acres at a cost of \$22 an acre, and planting seven acres to berries, all at a cost of \$1,000. I sold this land last May for \$2,000 cash. There is no better proposition for a real estate firm or private owner than to lay out large tracts of land into smaller berry farms. Every berry-grower from the Atlantic to the Pacific is prosperous and making a lot of money. You cannot go into any other industry and find **everybody** getting along well.

Canned berries have gone up 20 to 25 per cent during the last season, in the face of a full crop in 1911, and you cannot buy a pound of dried berries on the Chicago market today for 50 cents a pound. I suggest that you leave an acre or two and put up a canning, preserving and drying plant a year from planting the berries.

I am posted on all the berries grown in the world,

and would suggest that for Pacific Coast conditions you plant the true Burbank's Phenomenal Berry, the Mammoth Blackberry, Plum Farmer Black Raspberry, Shepard's Pride Red Raspberry, Boskoop Giant Black Currant (which should be a great success in the Washington climate), Perfection Red Currant, Downing Gooseberry and the Himalaya Berry. I don't think I would plant Strawberries, as that berry is more plentiful than all others combined, and the work it requires is expensive and hard compared with what other varieties demand.

To plant six acres of each ten in a 200-acre tract, would make 120 acres of berries. I would plant as follows:

#### On Ten of the Six-acre Patches

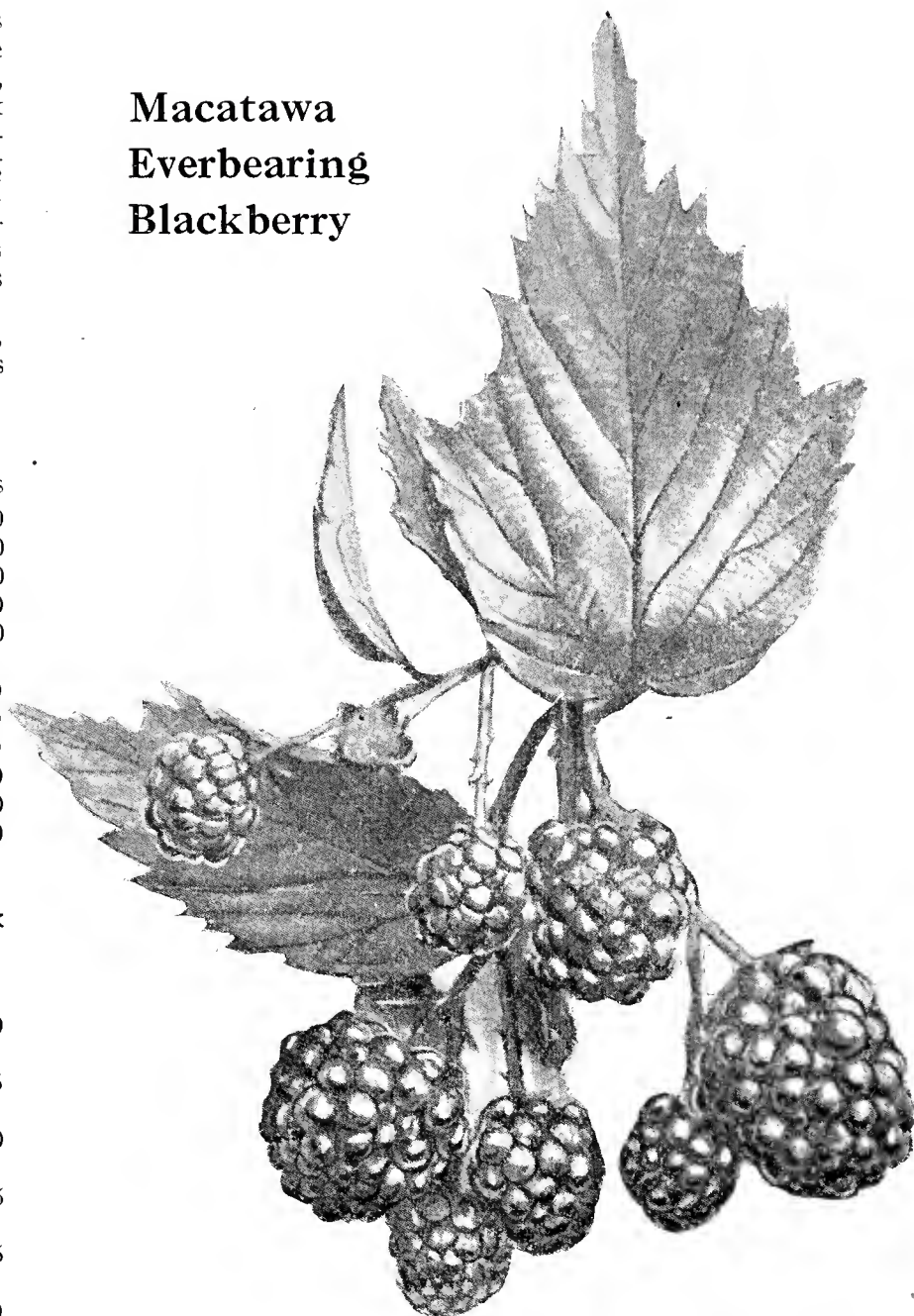
	Plants
2 acres Giant Himalaya, 5 x 10 feet apart takes	1,800
1 acre Mammoth Blackberry, 5 x 10 feet.....	900
1 acre Burbank's Phenomenal, 5 x 10 feet.....	900
1 acre Plum Farmer Black Raspberry, 5 x 5 feet..	1,750
1 acre Shepard's Pride Red Raspberry, 2 x 5 feet..	4,000
1 acre Boskoop Giant Black Currant, 2 yr., 6 x 6 feet .....	1,000
1 acre Perfection Red Currants, 6 x 6 feet.....	1,000
1 acre Giant Himalaya, 5 x 10 feet.....	900
1 acre Plum Farmer Black Raspberry, 5 x 5 feet..	1,750
1 acre Downing Gooseberry, 6 x 6 feet.....	1,000
1 acre Shepard's Pride Red Raspberry, 2 x 5 feet..	4,000

#### The Cost of Plants for Twenty Ten-acre Places (Six Acres Planted on Each) Would be as Follows:

30 acres Giant Himalaya, 45,000 plants, @ \$20 per 1,000 .....	\$900
10 acres Mammoth Blackberry, 9,000 plants, @ \$15 per 1,000.....	135
20 acres Shepard's Pride, 80,000 plants, @ \$15 per 1,000 .....	1,200
20 acres Plum Farmer, 35,000 plants, @ \$15 per 1,000 .....	525
10 acres Burbank's Phenomenal, 9,000 plants, @ \$25 per 1,000.....	225
10 acres Boskoop Giant Currant, 10,000 plants, @ \$75 per 1,000.....	750
10 acres Perfection Currant, 10,000 plants, @ \$50 per 1,000 .....	500
10 acres Downing Gooseberry, 10,000 plants, @ \$60 per 1,000.....	600
120 acres 226,000 plants .....	\$4,835

The plan above can be changed, but I believe that it cannot be improved upon. The first crop, I estimate, should run from \$300 to \$500 per acre. I often have taken more than 1,000 crates

### Macatawa Everbearing Blackberry



of sixteen quarts each from an acre in Placer and Santa Cruz counties, California. These ten-acre places, after two years, ought to sell fast at from \$500 to \$1,000 an acre.

I haven't space to say much more here, but every farm near a town, and every piece of waste land that will grow anything, can be handled in this same way at a great profit. If you are interested, write to me, and I shall be glad to go into the matter fully with you.

Clear Lake, Iowa, May 6, 1913.

A. Mitting.

Dear Sir:—I received the berry plants May 2nd, in good shape and as fresh as if they were just out of the ground. Several people are watching my success with them. If not asking too much, please send me your catalog. Mine is so worn out from showing it to others. With many thanks for your promptness in filling my order.

Yours much obliged,

BELLA JOHNSON.

April 20, 1913.

Mr. A. Mitting.

Dear Sir:—The order of plants you shipped to me by express April 12th, of which I complained to you a few days hence, have just been received in good condition. I am very agreeably surprised at the fine gooseberry plants. They are excellent. Thanking you, I remain,

Very respectfully,

WILL F. HARDY,  
Valley Station, Ky.

# Announcement of My Complete Book on Berry-Growing

In my forty-five years of experience growing berries I have made use of many methods of great value that are not known to any extent in this country, and I am now preparing manuscript and gathering photographs to make into a book which I expect to have ready in the early part of 1915.

In Europe the science of berry-growing is developed much more highly than it is in America. Over there growers understand how to get enough berries to bring in \$1,000 or \$1,500 net profit per acre, if the fruit were sold at the prices we get in America. They grow these berries with methods as much better than ours as their crops are better than ours.

My father was head gardener for the estate of Coliner Ramsdown, Tunbridge Wells, Kent, England, and I grew up in an atmosphere of intensive berry-growing. My first lesson under my father, when I was nine years old, was in potting plants, and it lasted for two years and ten months. Under the bench at which we worked, we had all the different kinds of soils—leaf-mold, sand, peat, clays, and mosses, and we were taught to use the kind of soil best suited to each kind of plant. For instance, when a begonia was brought for potting, I used leaf-mold, because the roots like to run in the soil; if a rose was brought, I used clay-loam that would stick together when I squeezed it in my hand, because rose-roots like to pierce the soil; if an orchid or a pineapple was brought, I used moss. In this way I learned soils, and I learned them so thoroughly, not only in regard to flowers but as regards the preferences of other plants and of trees as well, that I could go through the fields or woods and tell what kind of soil was there simply by looking at the stuff that grew on the land. Now, when I plant a Raspberry field I select a light, sandy loam; for Blackberries I want heavier sandy loam. There were more than sixty different kinds of soil under that bench, and in no country in which I have traveled have I found any kind that was not represented there.

This little incident merely illustrates the kind of material I am going to put in this new book on berry-growing. I am going to cover the subject of berries and flowers in such a manner as no one in this country has ever covered it before. There are plenty of such books written from the scientific standpoint, that give long and involved reasons, hard to understand, for each process suggested. They remind me very much of the bill-of-fare I get when I go into a restau-

rant in Chicago—full of French words that no one but the waiters understand, and which I think are put there so they can charge higher prices. When I go to eat in that kind of place I just ask for ham and eggs. Now this book of mine is going to be a sort of a “ham-and-eggs” book—nothing fancy about it at all but very nourishing, very useful, and tasting good to anyone who is hungry, which, translated, means the man who is trying to make a practical success of berry-growing—trying to make a business success and become independent.

I am going to tell how to do all berry work, but am going to tell more than this—how to make money on land, how to succeed with just a few acres, and make more money than has been made before. I will give the business ideas as well as the knowledge of how to produce. It takes selling ability as well as growing ability to make a financial success of berry-growing.

There is need of better berries, if our business is to continue paying the present high profits, because the cost of growing continually is increasing just as the cost of living is, and berry-growers should demand higher and higher returns from their labor and their land. In my book I am going to give unique ideas about money-making and success and methods of working. I will explain fully just how I have worked to improve varieties, and exactly what I have accomplished. Berry-growers will find it a reliable guide as to what varieties to plant, and what to expect from all kinds and sorts.

I want to emphasize that it is going to be no common book. You can look in it for directions as to how to cultivate and prune and pick your berries, and you also can look for the money-making ideas. I think when you get your copy you will read it and study it, and then go out about your work and put into practice the suggestions I give you—and make more money than you ever did before.

If you want a copy of my book, I shall appreciate it if you will let me know as soon as you read this, so I may have an idea as to how many to get printed. I want to order enough to go around, but do not want to make a second edition because it will have 150 pages or more and will be pretty heavy and expensive. My present plan is to issue it in two styles, one with a flexible heavy paper cover that will sell for 50 cents, and the other bound in cloth and boards, the usual book style, that will sell for \$1 a copy.

**I invite your patronage believing  
confidently in the merit of my propo-  
sition. I can do you good—a trial  
order will convince you. Orders filled  
in the order received when shipping  
time comes. Early orders are best.**

**ALFRED MITTING.**

Bridgeport, Conn., Aug. 5, 1913.

Mr. A. Mitting.

Dear Sir:—The plants I bought last year from your place are doing fine, the Himalayas are now bearing. We are picking berries every day, and the whole neighborhood is admiring the abundance and the quality of the berries. Several of my neighbors want plants, and I can place some more myself, so kindly let me know if you can supply a few dozen for fall planting, and your prices.

Yours very truly,

ERNEST REINBURG.

# How I Prefer to Do Business

**GUARANTEE.** Every plant that leaves my nursery is a thrifty, lusty specimen; but plants are perishable things, and I have to set limits to my guarantee. I guarantee that all plants will arrive at your station or post office in satisfactory condition, and also that they are true to name. If you do not find them satisfactory when they come, immediately pack and return them to me, and your money will be refunded. I can not assume responsibility for plants living, because that depends largely on the care you give them and the climatic conditions at the time of planting.

**THE PRICES** given here are net, **Cash with Order.** I will quote special prices on quantities larger than are listed. Make all remittances payable to **A. MITTING, Berry Specialist, Holland, Mich.**

**SHIPMENTS** will be made as soon as the order is received, weather permitting, or freight will be held until spring if desired. I ship by express or freight, whichever is best, unless otherwise stated in your letter, my letters, or in this book. So seldom do I receive complaints about plants or packing that I hardly know what they look like. About seven was the number for 1911-12. I often pack plants so that they require 5 cents postage, when many other growers are cutting them back, root and branch, and packing them so lightly that they require only one cent postage. Heavier shipments are packed just as well. Plants can be shipped anywhere. I fill orders for Europe, Mexico, Australia, Japan, etc.

Six plants at dozen rates, 50 at 100 rates, 500 at 1,000 rates. 1,000,000 Berry plants for sale.

## These Prices Cancel All Previous Quotations—1914

GIANT HIMALAYA.					BLACKBERRIES.				
	Each	Doz.	100	1000		Each	Doz.	100	1000
6 mos. ....		\$0 50	\$2 50	\$20 00	Macatawa .....		\$2 00	\$12 00	\$100 00
12 mos. ....	\$0 20	1 00	3 00	30 00	Macatawa Peace Roots..			1 10	10 00
18 mos. ....	50	5 00	30 00		✓ Eldorado. Best early...	25	1 50	12 00	
24 mos. ....	1 00	10 00			✓ Ancient Briton. Hardest	25	1 25	12 00	
<b>GOOSEBERRIES.</b>					✓ Crystal White. Novelty..	\$0 10	40	2 00	15 00
Mitting's Whinham.					✓ Mersereau .....	10	40	2 00	15 00
2 yrs. ....	25	2 00	12 00	100 00	✓ Early King .....	10	40	2 00	15 00
1 yr. ....	15	1 00	6 00	50 00	✓ Rathbun .....	10	40	2 00	15 00
Golden Drop. 1 yr.....	15	1 00	6 00	50 00	✓ Blowers. A fine berry..	10	50	2 25	17 00
✓ Houghton. 1 yr.....	10	75	4 50	40 00	✓ Wilson Early .....	10	30	1 50	10 00
✓ Josselyn. 1/yr.....	20	1 25	7 50	70 00	✓ Snyder .....	10	30	1 50	10 00
✓ Pearl and Downing. 1 yr.	15	1 00	6 00	55 00	✓ Mammoth Blackberry....	10	1 00	4 00	35 00
✓ Transparent .....	20	1 25	6 00	50 00	<b>DEWBERRY.</b>				
<b>CURRENTS.</b>					✓ Lucretia. The best.....	05	30	1 00	7 00
✓ Perfection. 2 yrs. Scarce	20	1 25	7 00	65 00	<b>ASPARAGUS.</b>				
1 yr. ....	10	75	4 50	40 00	Columbian. 2 yrs.....		10	50	2 00
✓ Cherry. 2 yrs.....	10	1 00	4 00	35 00	1 yr. ....	05	25	1 00	
✓ Fay's Prolific. 2 yrs.....	10	1 00	4 00	35 00	Conover's Colossal.				
1 yr. ....	05	50	2 50	20 00	2 yrs.....	10	50	2 00	
✓ Northern Star. 1 yr.....	05	50	2 50	20 00	1 yr.....	05	25	1 00	
2 yrs. ....	10	1 00	4 00	35 00	<b>RHUBARB.</b>				
✓ Pomona. 2 yrs.....	10	1 00	4 00	35 00	Victoria (best green),				
1 yr. ....	05	50	2 50	20 00	1 yr.....	10	1 00	5 00	40 00
✓ Red and White Dutch.					<b>GRAPE-VINES.</b>				
2 yrs. ....	10	1 00	4 00	35 00	✓ Concord. Old standard.				
1 yr. ....	05	50	2 50	20 00	1 yr.....	10	50	3 00	25 00
✓ Champion Naples and					✓ Niagara. 1 yr.....	15	75	4 00	35 00
✓ Victoria .....	25	1 25	6 00	50 00	✓ Moore's Early. 1 yr...	15	75	4 00	35 00
✓ Boskoop Giant.					✓ Moore's Diamond. 1 yr..	15	75	4 00	35 00
2 yrs. (best).....	20	1 25	7 00	65 00	✓ Catawba. 1 yr.....	20	1 00	5 00	40 00
1 yr., fine (best).....	10	1 00	4 00	35 00	✓ Worden. 1 yr.....	15	75	4 00	35 00
<b>TREE CURRENTS AND</b>					✓ Wyoming Red. 1 yr....	15	75	4 00	35 00
<b>GOOSEBERRIES.</b>					<b>STRAWBERRIES.</b>				
4-ft. stems, bushy tops.	1 50	12 00			✓ King Edward. Self-fertilizer.....		50	5 00	
<b>RASPBERRIES.</b>					✓ Senator Dunlap. Old standard. Per...		50	4 00	
✓ Shepard's Pride .....		50	3 50	20 00	✓ Warfield. Imp.....		50	3 00	
✓ St. Regis Everbearing...	10	50	3 50	20 00	✓ Gandy. Per.....		50	3 00	
✓ Superlative. Largest of all		50	3 50	20 00	✓ Glen Mary. Per.....		50	3 00	
Perfection.					✓ Brandywine. Per.....		50	3 00	
Imported for test.....	10	1 00	6 00		✓ Pride of Michigan. Per.....		50	3 00	
✓ Berrydale Scarlet	10	1 00	6 00		✓ Kavitt's Wonder. Per.....	2 00	10 00		
✓ Cuthbert. Old standard..			1 00	6 00	✓ Stevens' Late Champion. Per.....	50	3 50		
✓ Aton .....		60	2 00	15 00	✓ Uncle Jim.....	50	3 00		
✓ Miller's .....		50	1 00	5 00	<b>ROSES FOR HEDGES</b>				
✓ Thompson's. ....			1 00	5 00	Dorothy Perins.				
✓ Plum Farmer. The best.		25	1 25	10 00	Shell-pink .....	\$0 05	\$0 60	\$5 00	\$50 00
✓ Cumberland.					White Dorothy.....	05	60	5 00	50 00
Second-best .....		25	1 25	10 00	Blue Rambler.				
✓ Royal Purple. Best purple	20	1 25	7 00	60 00	Steel-blue .....	05	60	5 00	50 00
✓ Shaffer's Colossal Purple.		25	1 50	12 00	✓ Crimson Rambler. Red	05	60	5 00	50 00
✓ Cardinal .....		50	1 50	10 00	1-year-old Rose plants of above at double prices				
✓ Gregg and Palmer.....		25	1 00	5 00	named: 2-year-old stock, 25 cts. each, \$2.50 per doz., \$20				
✓ Golden Queen .....	15	1 00	3 00	25 00	per 100.				

Add 10 per cent if wanted by mail.



EV  
A